

# Genetic Lingua: Speaking Genetics

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**BlueCross  
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Association

Blue Cross Blue Shield Association is an association of independent Blue Cross and Blue Shield companies.



GENETIC LINGUA

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SPEAKING  
GENETICS

- Working Group Members

- Suzanne Belinson (BCBSA) - Co-Chair
- Carla Easter (NIH) - Co-Chair
- Bob Wildin (NIH)
- Ann Karty (AAFP)
- Temese Szalai (Madarka)



# SPEAKING GENETICS | HISTORY

- Formed last year
- Meet twice a month
- Finalizing 2015 scope
- Addition of an analytical linguist and associated data science team & technology
- In the data collection phase



# SPEAKING GENETICS GOALS

- Vision- Uniformly accessible language of genetics
  - Build a meta-language that takes complex concepts in genetic medicine and distills them into a fluid, accessible and comprehensible vocabulary and system of expression that will work across the communication landscape of genetic medicine.
- 2015 Goals
  - Identify communication buckets
  - English only focus
  - Data analysis
    - Identify common language elements in use
    - Prioritization
  - Propose recommendations for prioritized language elements



## SPEAKING GENETICS



## COMMUNICATION

- Consumer space
- Provider :: Patient communication
- Payer :: Patient communication
- Provider :: Lab communication
- Advocacy Groups:: (Patients, Providers, Government, Funders, Patrons, etc.)
- Research



# SPEAKING GENETICS | NEXT STEPS

- Gather and Analyze Data
- Prioritize communication items for language construction
- Develop initial meta-language constructions for evaluation
- Evaluate through testing, including diverse audiences



SPEAKING GENETICS | ASK

# INVOLVEMENT FUNDING

# Thank You

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